

AMENDMENTS TO THE CLAIMS

By this paper, claims 1, 4-8, 14-15, 19 and 33-42 are presented for reconsideration. Claims 2-3, 6, 9-13, 16-18 and 20-32 have been cancelled, new claims 33-42 have been added, original claim 7 remains unchanged, and original claims 1, 4-5, 8, 14, 15, and 19 are currently amended, as reflected below.

Sub C1
1. (Currently Amended) In an information retrieval system including a server computer and a client system having a display device, wherein the client system has access to television programming viewed by a user of the information retrieval system, a method for inserting an advertisement into a document displayed on the display device, the method comprising the steps-acts of:

B
compiling a profile of the user of the information retrieval system at the client system, the profile including at least information associated with the television programming viewed by the user, wherein the profile is stored at the client system without being sent to the server computer for purposes of selecting advertisements to be inserted into information documents that are received by the server computer;

requesting, by the client system, an information document from the server computer,

selecting, at the client system, based at least in part on the profile and on designated selection criteria stored at the client system, an advertisement from among a plurality of advertisements in an advertisement repository for insertion into the information document, the advertisement repository being stored at the client system;

inserting data representing the selected advertisement into the information document; and

displaying the information document, including the selected advertisement, on the display device.

Claims 2-3 (Cancelled)

B Sub C1
4. (Currently Amended) A method as defined in claim 1, wherein the step-act of inserting data representing the selected advertisement is conducted at the client system.

B2
5. (Currently Amended) A method as defined in claim 4, further comprising, before the ~~step act~~ of selecting an advertisement, the ~~step act~~ of receiving the ~~a~~ plurality of advertisements at the client system.

6. (Cancelled)

Sub C11
B3
7. (Original) A method as defined in claim 1, wherein the information document is an HTML document.

8. (Currently Amended) A method as defined in claim 1, wherein the ~~step act~~ of compiling the profile includes the ~~step act~~ of including in the profile user information further characterizing the user, in addition to the television programming viewed by the user.

Claims 9-13. (Cancelled)

Sub B4
C11
14. (Currently Amended) A method as defined in claim 13, wherein the information document includes news.

15. (Currently Amended) A method as defined in claim 13, wherein the information document includes reference information relating to the content of the television programming.

Claims 16-18. (Cancelled)

Sub B5
C11
19. (Currently Amended) A method as defined in claim 13, wherein the ~~step act~~ of requesting an information document is conducted without direct user assistance.

Claims 20-32. (Cancelled)

Sub C11
33. (New) A method as recited in claim 1, wherein the act of compiling a profile includes an act of identifying closed captioning received from the television programming.

34. (New) A computer program product for use in an information retrieval system including a server computer and a client system having a display device, wherein the client system has access to television programming viewed by a user of the information retrieval system, the computer program product comprising:

one or more computer-readable media having computer-executable instructions for implementing a method for inserting an advertisement into a document displayed on the display device, the method including acts of:

compiling a profile of the user of the information retrieval system at the client system, the profile including at least information associated with the television programming viewed by the user, wherein the profile is stored at the client system without being sent to the server computer for purposes of selecting advertisements to be inserted into information documents that are received by the server computer;

requesting, by the client system, an information document from the server computer;

selecting, at the client system, based at least in part on the profile stored at the client system, an advertisement from an advertisement repository for insertion into the information document, the advertisement repository being stored at the client system;

inserting data representing the selected advertisement into the information document; and

displaying the information document, including the selected advertisement, on the display device.

35. (New) A computer program product as defined in claim 34, wherein the act of inserting data representing the selected advertisement is conducted at the client system.

36. (New) A computer program product as defined in claim 34, further comprising, before the act of selecting an advertisement, an act of receiving a plurality of advertisements at the client system.

37. (New) A computer program product as defined in claim 34, wherein the information document is an HTML document.

38. (New) A computer program product as defined in claim 34, wherein the act of compiling the profile includes an act of including in the profile user information further characterizing the user, in addition to the television programming viewed by the user.

39. (New) A computer program product as defined in claim 34, wherein the information document includes news.

40. (New) A computer program product as defined in claim 34, wherein the information document includes reference information relating to the content of the television programming.

41. (New) A computer program product as defined in claim 34, wherein the act of requesting an information document is conducted without direct user assistance.

42. (New) A computer program product as recited in claim 34, wherein the act of compiling a profile includes an act of identifying closed captioning received from the television programming.